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Subject: Early Marketing of Hogs

Field Distribution: War Board members, Extension Editors, Extension Livestock and Marketing Specialists, EAE Analysts, FDA Regional Marketing Reports Chiefs, SCS Regional Information Chiefs, FSA Regional Information Chiefs, FCA Regional Information Chiefs.

Suggested Use: Background information for press, radio, and other ways of carrying the message to the farmer. All agencies are urged to cooperate.

GET THOSE HOGS TO MARKET

THE PROBLEM:

Getting farmers to send more hogs to market early and provide for the orderly marketing of the 1943 spring pig crop.

Why is it serious?

1. The 1943 spring pig crop - that is the number of pigs saved this year - is 22 percent bigger than last year. The figures are:  
1943 -- 74,050,000  
1942 -- 60,946,000

Although hogs have been moving to market faster than a year ago, the hogs marketed this summer have been very largely from the fall crop of 1942. Marketings from the 1943 spring crop do not normally get under way in volume until about October.

2. There is a limit to the number of hogs that processors can handle at any one time. Plant capacity is limited because of (a) manpower shortage - both of skilled and unskilled help; and (b) storage facilities to handle products for orderly disposition.

The storage problem is aggravated this year because of the need for a uniform flow of pork to civilians under the rationing program, and to supply a fairly constant quantity of pork products to meet the needs of our Allies as provided under the allocations program.

Transportation, loading, and dock refrigeration facilities, and shipping space restrict the quantity that can be handled without loss during the months of heavy slaughter.

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3. The total feed supply must be considered. Not only is the supply situation tight, but there must be an equitable division in the use of these supplies for hogs, dairy cattle, poultry, etc.

WHAT TO DO ABOUT IT:

Urge hog producers to plan an orderly, early marketing through recognized marketing channels. Explain to them the WHY of this request.

The War Meat Board points out that the cooperation of producers is essential to the successful handling of the hog marketing problem during the fall and winter months. If marketings are not properly distributed, it may be necessary in these months for producers to withhold their hogs from market until they can be assured of a ready slaughter outlet for them. This appeal by the War Meat Board is an initial step of a continuing effort that will be made to avoid such a condition with its attendant inconvenience and hardship to farmers.

If producers would immediately adopt a policy of early marketing, the additional hogs marketed in the next 60 days could be promptly and efficiently handled and, to that extent, would relieve the pressure of heavy receipts later on in the season.

No price advantage will be gained by holding marketable hogs for sale later. The Office of Price Administration is issuing a price ceiling on live hogs of \$14.75, Chicago basis.

It would be good business to market early. For example, a packer can pay more for hogs today if he can slaughter them today, than he can if he has to carry the hogs 3 or 4 days before he can slaughter them. THE CARRYING CHARGE IS ALWAYS TAKEN OFF THE PAYING PRICE RETURNED TO THE FARMER.

"GET 'EM IN NOW WHILE THE GETTIN'S GOOD."